

SPRING 2002

Alcohol, Tobacco and Other Drugs

Prevention File



■ A Very Cool Carpool

■ I.D. Please

■ Wrongs of Spring

Break Away

Instead of whiling away their Spring Breaks in a nonstop party of sun, sex and suds, increasing numbers of students are participating in an "alternative Spring Break," an idea born at Vanderbilt University in 1991 to promote service and heighten social awareness among college students.

An alternative break program places teams of college or high school students in communities to engage in community service and

experiential learning during their summer, fall, winter or spring breaks. Students perform short-term projects for community agencies and learn about issues such as literacy, poverty, racism, hunger, homelessness and the environment. The objectives of an alternative break program are to involve college students in community-based service projects and to give students opportunities to learn about the problems faced by members of communities with whom they otherwise may have had little or no direct contact.

The national program, called Break Away, now has chapters at 62 colleges. More than 5,000 students are participating at 300 locations in 2002. Examples of trips students have organized are: tutoring migrant farmworkers in Florida, building homes in Appalachia, registering voters in rural Mississippi, and working with the homeless in Washington, DC. For more information go to www.alternativebreaks.com

Too Convenient

More than 90 percent of U.S. convenience stores have some form of tobacco-promotion display on their premises. The problem is that these promotions may encourage teens to smoke, especially since three out of four teens shop at these stores at least once a week, according to researchers at the U.S. Centers for Disease Control and Prevention (*Morbidity and Mortality Weekly Report*, March 8, 2002).

The CDC authors describe the amount of tobacco advertising present in about 3,000 retail outlets in communities with schools across the U.S., including convenience stores, gas stations and liquor stores.

Promotions they looked at included signs on the inside or exterior of stores, self-service cigarette displays, multi-pack discounts, items with tobacco brand names on them, and vending machines.

About 80 percent of retailers displayed interior or exterior tobacco advertising, and just under half had advertisements less than 3.5 feet off the floor—in the line of sight of young children. Convenience/gas retailers were significantly more likely than other locations to have five of the six types of promotional items studied. In contrast, only about 10 percent of stores had health-warning signs or other signs directed toward preventing access to minors.

"The findings in this report indicate that certain retail environments frequented by teenagers heavily promote tobacco use," the authors conclude. They suggest that efforts to reduce demand for tobacco products among adolescents should address this type of advertising. According to the CDC, the tobacco industry spent \$8.2 billion on marketing in 1999, the year they conducted the study, which was an increase of \$1.5 billion over the previous year.

"Advertising is one of the factors that is contributing to continuing youth smoking," said Terry F. Pechacek, PhD, from the CDC's Office of Smoking and Health, in a Reuters dispatch. "We are encouraged by the decline in youth smoking-prevalence rates, which have been declining since 1997. But these rates could be declining even more rapidly if there were not these forces by tobacco advertising."

Cheap Butts, More Problems Worldwide

Cigarettes are cheaper in developing countries today than they were a decade ago, according to a new study by the World Health Organization (*Tobacco Control*, March 2002). And those low prices will lead to a rise in smoking-related deaths.

The study, which examined price trends from 1990 to 2000 in more than 80 countries, called on finance ministers to raise tobacco taxes to discourage consumption. It found that in some poor countries, a pack of Marlboro cigarettes is cheaper than two pounds of bread or rice.

"The market is working in favor of people spending money cheaply on cigarettes," said Derek Yach, PhD, a top official of the health organization and one of the study's authors. "We don't think that is healthy."

For example, prices have dropped by more than 50 percent in Vietnam, Egypt and Iran. But while

tobacco prices in developing nations have not kept pace with wages and inflation, the prices have generally gone up in industrialized nations.

According to the study, a World Bank report said that a price increase of 10 percent would be likely to reduce demand for tobacco products by about 4 percent in wealthy nations and by 8 percent in low- and middle-income countries. If every country raised cigarette taxes by 10 percent, the study said, 42 million smokers would quit and a minimum of ten million tobacco-related deaths would be averted.

The study found that cigarette prices tended to be higher in nations with strong tobacco control programs, among them Norway, Australia and Hong Kong. But in wealthy nations where tobacco-control policies were weak, including Japan and Switzerland, the study found that prices remained relatively low. In Norway, for instance, a pack of Marlboros cost \$6.48 in March 2001; in Japan, the price was \$2.34.

Four Things to Do

Controlling access to alcohol, penalties for violations of liquor laws, stricter licensure requirements, and random sobriety checkpoints are four of the most important ways by which states and cities might be able to lower alcohol-related traffic deaths, according to a new study published in *Preventive Medicine* (February 2002).

The study found that cities with nine or fewer of 20 key regulations of alcohol sales and consumption had an alcohol fatality rate that was almost one-and-a-half times that of areas with 15 or more of the 20 regulations.

"This study points out some of the immediate steps that a city or state agency can implement that are likely to reduce alcohol-related traffic deaths. Cities and states that today do not control access to alcohol, are not careful about to whom they provide alcohol licenses, do not enforce DUI laws with sobriety checks, and do not enforce penalties on violations of liquor laws, may be unnecessarily jeopardizing the lives of their citizens," said researcher Deborah A. Cohen, MD, of the RAND Corporation.

The study found that Lincoln, NE, Syracuse, NY, New York City and Madison, WI, had among the lowest alcohol-related traffic fatality rates—while Detroit, New Orleans, Phoenix, Dallas, Kansas City, MO, and Albuquerque, NM were among those with

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Comments and suggestions are welcome.
Address letters to *Prevention File*,
4635 West Talmadge Drive, San Diego, CA 92116-4834.
Internet: prevfile@silvergategroup.com
<http://silvergategroup.com>

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PREVENTION FILE Contents

Spring 2002 • Volume 17, Number 2



COVER
“Need a Ride?”
by J. Lane Designs

2 A Very Cool Carpool

Safe rides at Texas A&M

5 A Q&A with Karen R. Hitchcock

The president of the University at Albany speaks out on prevention.

7 Restorative Justice on the New Frontier

Offenders face victims and make amends.

10 I.D., Please

Training for alcohol servers in Framingham

13 Tackling Alcohol Problems—System wide

The California State University System gets organized.

16 Prevention 2000: Moving Effective Programs into Practice

A new report from The Robert Wood Johnson Foundation

17 Youths Under the Influence . . . of Alcohol Ads

Enticing young people to drink

18 Wrongs of Spring

What's wrong with these ads?

Prevention Updates

Inside front and back covers



CAR-POOL

CARING AGGIES 'R' PROTECTING OVER OUR LIVES

689 9905



A VERY COOL CARPOOL

THERE'S NO DOUBT ABOUT IT, an arrest for driving under the influence of alcohol can have a big impact on a person's life. But when Texas A&M student Jeff Schiefelbein was arrested in College Station on October 23, 1997, the experience resulted in a big change for his fellow students as well.

In addition to a sentence of 18 months' probation, losing his driver's license and doing 60 hours of community service, Schiefelbein was required to attend a Mother's Against Drunk Driving Victim Impact panel on November 11, 1998. That's where he heard a woman recount the story of her high school student daughter's death at the hand of a drinking driver.

"It was at that moment that I was inspired to do something," said Schiefelbein in an article in the *Fort Worth Star-Telegram*. "I decided I was going to start the best designated-driver program in the country."

It took a year for Schiefelbein to set up a free taxi service for Aggies in need of a safe ride home. He raised money, rented five cars and recruited volunteers. At 10 p.m. on Sept. 16, 1999, CARPOOL—Caring Aggies 'R' Protecting Over Our Lives—provided its first ride to a TAMU student. By the time the night was over, student volunteer drivers had provided 36 rides to students who otherwise might have gotten behind the wheel when they shouldn't have.

The planning phase for CARPOOL paid off.

CARPOOL VALUES

- As representatives of CARPOOL, we are committed to taking ownership of the ideals of CARPOOL, fulfilling our responsibilities, and upholding the reputation that we work to achieve.
- We unconditionally respect ourselves, patrons and others through our thoughts, words and actions.
- While we understand the safety of the community is our driving concern, the safety of our members is our top priority.
- We promote equality and embrace diversity as a foundation of our organization and an asset to the community.
- We believe teamwork and communication unite us to accomplish our goals. To preserve unity, we work to eliminate any divisions in our organization.
- Through constant evaluation, innovation and improvement of our program and ourselves, to the pursuit of success, and further development of our program and ourselves.
- As members of CARPOOL, we hold ourselves and each other accountable for upholding these values.

**CARPOOL
doesn't lecture
students about
their drinking.
Instead,
it actively
promotes its
services to
everyone.**

By taking their time, Schiefelbein and his team created a program that made sense to students, who consider calling for a ride the “cool” thing to do. CARPOOL’s mission is to “facilitate a safe and reliable commuting environment in the Bryan/College Station area by providing a free, nonjudgmental ride home to intoxicated students and students rendered incapable of transportation due to other circumstances.”

CARPOOL doesn’t lecture students about their drinking. Instead, it actively promotes its services to everyone, letting students know that the program is there to help them when they need to get home safely. Schiefelbein and his organizing team took the stance that the education process should be done outside of the car. This approach helped CARPOOL gain the trust of students, as well as the community.

According to TAMU students Kent Evans, CARPOOL chairman, and B.J. Braaten, CARPOOL director, when they are not working, may actually go out to bars. Others may never drink. For CARPOOL, the issue isn’t whether students make the decision to drink—it’s the

decision they make afterward. But they’re quick to point out that the program does not does not encourage drinking and only gives students rides home—not to another bar or party.

Evans and Braaten explained how the program works at the U.S. Department of Education’s National Meeting in Alcohol, Other Drug and Violence Prevention held in Arlington, VA, in November 2001.

Each year 250 student volunteer CARPOOL “members” are selected from applications—and they pay \$20 dues for the privilege of joining the program to help offset operating expenses, including five insurance policies. They attend two training sessions that include topics such as alcohol awareness, first aid, defensive driving, and CARPOOL policies and procedures

The program operates out of a donated two-bedroom apartment every Thursday, Friday and Saturday night between 10 p.m. and 3 a.m. during the semester, with the exception



THE COLLEGE AND UNIVERSITY DRINKING AND DRIVING PREVENTION AWARD

Since 1999, the Automobile Association of America chapters in California, Hawaii, Nevada, Utah, New Mexico and Texas, and the Higher Education Center for Alcohol and Other Drug Prevention have sponsored the College and University Drinking and Driving Prevention Award. The goal of this award program is to recognize programs and activities at colleges and universities (post-secondary institutions) for their efforts to:

- prevent or reduce the campus' drinking and driving problems
- prevent or control the campus' alcohol or other drug use that can result in impaired driving.

The award categories and criteria are:

- \$5,000 grand prize for the top program in the region
- \$1,000 state awards. Two available in Southern California
- Travel Incentives. Selected winning schools receive financial assistance to present at a showcase session at the U.S. Department of Education's Annual National Meeting on Alcohol, Other Drug, and Violence Prevention in Higher Education

Automobile Association officials are considering expanding the geographic reach of the program in the future years. For additional information on the award program visit the Auto Club Website at aaa-calif.com/members/corpinfo/hecaaward.asp.

of holidays. Volunteers staff 15 donated AT&T cell phones and deploy ten Enterprise Rent-a-Car vehicles each night.

Dressed in bright green T-shirts, CARPOOL members gather at headquarters on Thursday, Friday and Saturday nights. Some take calls from students needing rides. Two- to five-member "Herschel" teams—named for Dallas Cowboys legend Herschel Walker—head into the community each night to walk around bars and clubs promoting CARPOOL services. And paired male and female driver teams stand ready in ten CARPOOL vehicles to pick up callers.

When the phone rings, volunteers staffing the phones take information from the caller, such as where to send the ride, who will be picked up, and where they will need to be taken. They look up the address. Then they relay the information to drivers in the field.

When drivers pick someone up, they read

them their 'Miranda Rights,' which tell riders what they can and can't do in the car, such as no drinking or smoking in cars, and no physical or verbal violence. And CARPOOL has a very strict seatbelt policy and will not let more people in the car than there are seat belts. If riders violate the rules, the ride is terminated. In addition, if drivers think that a passenger may have alcohol poisoning, they immediately transport him or her to the hospital.

When drivers drop off riders, they give them a receipt with the time and place they were picked up—just in case they don't remember in the morning.

CARPOOL does not take people from one party to another. If the address the rider gives looks like there is a party going on, in addition to dropping off the rider they report the address to the volunteers in the apartment to avoid shuttling others to the party.

In its three years of operation, CARPOOL has provided more than 21,000 rides and it has attracted corporate sponsorship, allowing

for greater numbers of drivers and rides.

Currently it has an annual operating budget of over \$190,000.

In Spring 2000, the TAMU Association of Former Students and Class Councils gave CARPOOL an Outstanding Achievement for a New Committee award. Schiefelbein also received an award for the best Individual Contribution to Campus for his work on CARPOOL. In 2001, CARPOOL got the Student Organization of the Year at TAMU, as well as the College and University Drinking and Driving Prevention Award, sponsored by the Automobile Association of America and the Higher Education Center for Alcohol and Other Drug Prevention.

Other campuses have contacted CARPOOL to learn how to start their own programs. So far, the University of Georgia, Southwest Texas State University and the University of Missouri have adapted the CARPOOL model on their campuses. ☐

For additional information on CARPOOL visit its Website at carpool.tamu.edu

Q&A

with Karen Hitchcock



Karen R. Hitchcock, PhD, has been president of the University at Albany, a unit of the State University of New York system, since 1996. Before moving to the Albany campus in 1991 as vice president of academic affairs, she served as vice chancellor for research and held other posts at the University of Illinois at Chicago. She holds a BS degree in biology from St. Lawrence University and a PhD in anatomy from the University of Rochester School of Medicine and Dentistry. In this interview she discusses how prevention of alcohol and other drug problems is incorporated into strategic planning at the University at Albany.

We hear a lot these days about strategic planning. What role does alcohol and other drug prevention have in the strategic plan for the University at Albany?

A: The goals of our Division of Student Affairs and its comprehensive AOD program are nested within strategic plans for the entire institution and they're consistent with our university strategic values. The strategic plan we completed two years ago was based on a campus-wide discussion of what the university valued most. It was our conclusion that it is essential to the achievement of our university goals—our educational mission—that we recognize that alcohol and drug use has a damaging effect on academic performance. But I think it's also essential that we see this as a societal problem, and therefore it's really a double challenge for all of us in education.

If it's a societal problem, then it brings in the community outside the university?

A: Yes, and this is a challenge we really must meet. There are societal behaviors that undermine the core values of our institution, and if we're going to protect the health and

safety of our students, we really need to support our communities in their efforts to deal with their problems, just as we need community support to deal with ours. Two of the University's major strategic goals are to provide a distinctive student-centered undergraduate learning experience and to provide distinguished graduate and professional programs. I think the key to achieving these academic goals is the successful implementation of our alcohol and other drug-prevention program.

How does this fit into the strategic plan?

A: Critical to any strategic planning, of course, is a constant evaluation and assessment of what you're doing, and then refining and moving the program forward. When the people in our Student Affairs Division did their strategic planning to provide a challenging, student-centered undergraduate experience, they developed the specific goal of carrying out a comprehensive AOD program that involves both environmental and individual factors. On the individual side are education, intervention, support groups, and so on. The environmental management initiatives include a variety of strategies, ranging from consistent enforcement of our campus AOD policies to creating more

Critical to any strategic planning, of course, is a constant evaluation and assessment of what you're doing, and then refining and moving the program forward.

alcohol-free options for students. If you look at the various elements of our program, you'll see that it is based on a model developed by the Higher Education Center for Alcohol and Other Drug Prevention. I'd like to acknowledge the Center for creating such a solid and sensible and really practical model.

The University's Middle Earth program has earned recognition. How does that work?

A: About 140 of our undergraduates serve in Middle Earth as peer counselors and role models to help other students with a variety of personal problems. They staff a hotline and participate in a number of outreach programs under the guidance of a director and graduate assistants. The funding of the program comes not only from the University, but also from the student government. One of the most exciting parts of Middle Earth is the technique of interacting peer to peer. Students have utilized it to correct misperceptions of alcohol use, which is one of our major prevention goals. We've found that this peer-to-peer intervention significantly changed the perception of first-year students about the amount of drinking on campus. This is only one aspect of our social norms marketing campaign. The message about how much students actually drink has been put on T-shirts, posters, even mouse pads.

What about community relations?

A: We've had a community relations committee for about 10 years, working to improve relations between the campus and our off-campus neighbors. The committee has persuaded many tavern owners to be more responsible and has worked with law enforcement and community groups on legal issues. Since 1996, driving-while-intoxicated arrests are down 67 percent, alcohol-related arrests down 53 percent, and off-campus noise complaints down 83 percent. Clearly we can't attribute all these changes solely to the work of this committee, but we really feel its work has had a major impact.

What is the "Discussing Our Choices" program?

A. Our "Discussing Our Choices" program, now in its third year at the University at Albany, provides a two-session educational workshop for students who have been referred to the judicial system for some alcohol- or drug-related incident. The federal Center for Substance-Abuse Prevention recognized this as an Exemplary Alcohol and Substance-Abuse Program in 2000. This program fits right into our strategic plan to enhance personal, academic and social development in order to reduce high-risk drinking and to evaluate and assist students who may be abusing alcohol or

other drugs. Evaluation data of this program indicate that recidivism is extremely low among students who enter the program, and they also have fewer academic-performance difficulties. So we're really very committed to this program.

As a university president, how do you ensure that evaluation data from your AOD prevention programs are integrated into your strategic planning activities?

A. At the University at Albany, we have established a number of ways of "closing the loop" in the reporting and program implementation process. All programs across the University prepare annual reports that include ongoing evaluation, assessment and planning of all activities. This ongoing evaluation is a valuable way for presidents to remain informed about key issues and, therefore, to inform the strategic planning process. The annual reporting process not only provides us with an opportunity to conduct ongoing evaluation, but informs us of what needs to be refined and changed based on our evaluation process. With a solid annual reporting process, we can change our approaches and communicate our results to the professional community as best practices. As we invest our University resources in these programs, we must remain accountable. We must know that what we are doing is making a difference. □



Restorative Justice on the New Frontier

 SOME STUDENTS WHO VIOLATE THE STUDENT CODE OF CONDUCT at the University of Colorado at Boulder are facing an entirely new system of justice—and campus officials say they are seeing entirely different outcomes.

The Restorative Justice program, which was instituted three years ago, has shown only two recidivists following more than 50 cases that involved vandalism, harassment, assault and other infractions, 75 percent of which involved alcohol use.

Officials say the program shows great promise, not only in bringing justice to the CU Boulder community, but also in helping prevention efforts.

“The way the program works applies so perfectly to the problems we see with alcohol abuse,”

said Robert Maust, director of the A Matter of Degree program at CU Boulder. “The data show that the binge drinking that occurs on our campus and other campuses affects not just the drinker but the community around him, whether students are being assaulted, or women are being harassed, or students are having their sleep interrupted.”

Restorative Justice works, Maust said, because it brings the offender face to face with community members he has hurt, allows him to accept responsibility for his actions, and generally leads him toward help with any substance-abuse problems he may have.

How does Restorative Justice work? The following is typical of a case in the program:

Mike is a 19-year-old university student who, after consuming a number of alcoholic beverages late one night, went racing through his dormitory hallway, shouting and defacing walls with a can of spray paint.

Under the traditional campus justice system, Mike would have been *punished*. He would probably have received a black mark on his school record, had to pay a fine for repainting the walls, and would perhaps have

received a lecture about underage drinking. He would not have had to face the students he had affected; in fact, he and those students would probably have been shielded from each other.

Under the school’s Restorative Justice program, Mike, the “offender,” would face distinctly different consequences. A specially trained group facilitator would ask him to meet in a circle with all of the people who had

Officials say the program shows great promise, not only in bringing justice to the CU Boulder community, but also in helping prevention efforts.

Restorative
JUSTICE




been affected by his actions—the “harmed and affected parties.” These parties might include: several students who had been awakened by his outburst and had difficulty taking exams the next morning; his roommate, who had tried to stop Mike and was hurt in the ensuing scuffle; the campus security officer who was called to stop him; and his parents. In addition, because the incident involved alcohol use, a peer alcohol counselor from campus Health Services might sit in.

In the circle, Mike would have a chance to talk about what he did and why, and the others would share their stories about what had happened and how they felt about it. His roommate might express his concern about Mike’s drinking. His parents might discuss their disappointment and worry. The counselor would probably express concern about students drinking to the point that they cannot remember things that happened, as it could be a sign of a serious problem.

Once everyone had had a chance to speak, the group would together develop a plan to “restore justice.” In this case, Mike might have to write a letter of apology to members of his dormitory community and help repaint the walls, as well as pay for the paint. He might also be required to

undergo an assessment of his alcohol use.

Tom Sebok, director of the university’s Ombuds Office and the Restorative Justice program, said he sees a number of important things happening in the new system that aren’t possible under the traditional system of justice. These include:

- Better communications. “Heart talk,” Sebok said. “It really makes a difference when the offender has to listen to the voices of the harmed parties and hear how he has affected their lives.”

The circle meetings are full of “teachable moments. Overall, they give offenders a chance to rethink where they are headed. This could turn a life around.”

- More meaningful consequences. Under Restorative Justice, harmed parties get to have a say in what needs to happen to repair the harm done. Offenders then have the opportunity to feel they are truly “righting a wrong,” rather than following the orders of a detached justice system. Perhaps even more important, offenders are able to repair relationships with the people they have harmed. “We’ve had offenders tell us this can be very cleansing,” Sebok said.

- Victims participate in the process. “This gives the harmed parties a chance to feel they have been heard,” Sebok said. “It also gives them a chance to hear from the offender what was going on for him. Often, victims take things more personally than they are intended. They (victims) come away from this not feeling so much resentment.”

- Community building. The circle allows many different members of the community to have a say. For instance, a security officer who is hurt during an incident might talk about how worried his wife was when she got a call from the emergency room. When a statue is destroyed in an act of vandalism, the person who may have erected that statue in memory of a lost loved one gets to say how he or she felt. Even the workmen who have to clean up after vandals are invited to participate in Restorative Justice circles.

In the end, offenders who participate in the Restorative Justice program and fulfill their consequences do not receive a black mark on their school records—an important point on a campus that has a “three strikes and you’re out” policy.

Maust said that, perhaps even more impor-



RESTORING JUSTICE IN BURLINGTON

The University of Vermont at Burlington this year instituted an Office of Conflict Resolution, which uses many of the principles of Restorative Justice to deal with student infractions on and off campus. The office offers group conferencing and mediation services to deal with problems such as noise, vandalism and parking disputes. It is dedicated to providing services to the university community on campus and to UVM students and their neighbors off campus.

Gail Shampnois, who directs city relations for the university, said the new office grew out of two other programs. The university's Good Neighbor Program, started in 1993, was designed to educate students about living off campus and offers a community phone line to address neighborhood concerns. It will now become part of the Office of Conflict Resolution. The Community Support Program, a collaborative of UVM and the Burlington Police Department, deals with student offenses that occur off campus.

Shampnois said the Office of Conflict Resolution is different from the other programs in that it features more education and prevention components. As in most Restorative Justice programs, it brings together offenders and harmed parties to seek solutions. Also, as in most such programs, a large percentage of the offenses that are brought forward tend to involve alcohol or drug use.

Shampnois currently is community organizer for a Robert Wood Johnson Foundation A Matter of Degree grant to reduce high-risk drinking by students.

"I have been meeting with residents and city police officers and other city staff to explore how to address the underlying alcohol issues that we often find when we intervene in conflicts involving noise and vandalism," Shampnois said. "I'm starting to take a look at the noise problem and wondering how to add an alcohol-and-drug component."

Restorative Justice is a popular method for dealing with low-level crimes and disputes in Burlington. The Community Justice Center there, a project of the city of Burlington, features a program called Restorative Probation. Under this program, offenders, victims and community members are brought together to deal with nonviolent misdemeanor offenses.

tant, offenders learn something from the process rather than going through a system that is impersonal and based on adversarial relationships and burdens of proof.

"When they acknowledge their role in front of the group, it is a very powerful learning tool," Maust said. "When they help design consequences, it is another powerful learning tool."

Sebok said the circle meetings are full of "teachable moments."

"Overall, they give offenders a chance to rethink where they are headed," he said. "This could turn a life around."

In terms of alcohol use, Sebok said he sees a range of behaviors among offenders, from young people simply testing limits to students who show a clear pattern of alcohol-related problems.

"The (alcohol) issue always comes up," Sebok said. "In the circle we ask, 'How could we help this person make better choices?'"

Maust said he would like to see the program have a more reliable intervention and assessment component. While some students may appear to be just testing limits, they may have an underlying problem with alcohol. "I would like to see that questioned with greater regularity," Maust said.

Sebok said the program is now compiling

data to show official results. Anecdotally, they have found no recidivism and have won praise from the campus community.

In addition, other colleges have shown an interest in following in the footsteps of CU Boulder. Maust's program, A Matter of Degree, funded the making of a video to share with other schools.

Though CU Boulder is the first university in the country to have a Restorative Justice program for student offenders, it is not a new concept. This type of system has been used throughout the world for centuries and has gained popularity for use with juvenile offend-

ers during the last decade. CU Boulder got the idea for the program after learning about a restorative justice program in a nearby town.

Sebok stressed that though the Restorative Justice program has proven successful at the university, it is not for everyone. The program cannot handle offenders who refuse to admit their wrongdoing.

"We won't take on a case in which the student says, 'I didn't do it,'" Sebok said. "We want to be successful." □

ID PLEASE

IF YOU WANT TO SERVE ALCOHOL in the town of Framingham, MA, 18 miles west of Boston, you had better be the holder of a special identification card issued by the Framingham Police Department. And you had better be a graduate of an approved alcoholic beverage training program. This requirement applies not only if you are a server in a restaurant or a bar; it applies if you sell alcohol at a convenience store, a supermarket, a package store, or anywhere else in the town.

The server training law, one of the strictest in the state, was passed in August 1998. It grew out of the collaboration between this town of 68,000 and Framingham State College, located within its borders. It shows what can happen when the town-gown dichotomy becomes a source of cooperation instead of conflict.

Julie Bell-Elkins is the director of social issues and wellness at Framingham State College. Since she came to the school four years ago, she has worked to build a collaborative relationship with the town. The Community Action Coalition for Legal and Responsible Alcohol Use, founded in October 1997, is one of the vehicles for such collaboration.

"It is not a campus/community partnership," says Bell-Elkins. "It is a community/campus partnership. It has been a goal to cooperate with the town, not the other way around."

The Coalition meets once or twice a month and focuses on working with the town on strategies such as drug education for high school students, outreach to tavern owners, and policy



changes for consideration by the local governing body. One of the policy changes is the server training law. Bell-Elkins says that both community members and alcohol sellers welcome it.

"We expected that the tavern owners would have trouble with the \$30 or \$40 per person for server education," she says. "But they didn't. It reduces their liability."

Michael Quinn, manager of the Nobscot Café, says that when he first heard about the law, he thought it was going to be "another government rule that we didn't need."

"But looking back," he notes, "I feel strongly that what the town did was a good thing. Other towns should do it too."

For the most part, private companies provide the server training, which is a comprehensive course three to four hours in length. The students learn the physiology of alcohol use; the alcohol content of various drinks; and techniques for recognizing false IDs, spotting intoxicated people, and cutting people off. They role play to demonstrate competence and pass a written test.

Bell-Elkins sees this "great alcohol education" as one of the primary benefits of the server training law. Those who participate in



The students learn the physiology of alcohol use; the alcohol content of various drinks; and techniques for recognizing false IDs, spotting intoxicated people, and cutting people off.

the training are generally college students who can put facts about alcohol to good use.

"It makes the servers more aware of their responsibility," says Wayne McCarthy, a lieutenant in the Framingham Police Department. If servers violate the law, they can lose their cards—and their livelihoods—for up to 30 days.

With 1,400 servers registered, McCarthy estimates that the compliance rate is about 85 percent. He sees no negative effects of the law.

"In this state, you need a license to give a haircut. There are more people who have died from alcohol than from a bad haircut," he says.

Not only do servers require training, managers do as well. And managers must be on site at least 30 hours per week. The idea is that if an establishment has a license to serve alcohol, there must be someone on the premises who is responsible for what happens there.

The granting of new alcohol licenses is no longer routine in Framingham. The five-

member board of selectmen, which reviews the licenses, now asks applicants to show how a proposed establishment will benefit the community. The board has recently denied licenses to businesses that want to locate in areas that are saturated with alcohol outlets.

The success of the Community Action Coalition for Legal and Responsible Alcohol is due in part to the alcohol policies at Framingham State College. The school prohibits intoxication on campus and takes seriously all violations of alcohol rules. Students who break the rules spend a night in the town jail. In addition, the college suspends them from classes pending a substance-abuse evaluation and refers them to counseling.

"We get them the services they need," says Bell-Elkins. She adds that since college policy is strict and since alcohol problems at the school are openly addressed, community members are amenable to working with the school.





Nowhere is the cooperation between the school and the community more evident than with campus and community law enforcement agencies. In the past, the campus police enforced the law on campus and the town police enforced the law in the town. Now, however, both agencies work together.

"The students have to worry about Framingham police and campus police, not just one of them," says McCarthy. "We get the college involved now. Before, if it wasn't a criminal violation, we did not notify the college. Working together makes it simpler."

With guidance from the Coalition and with a grant application in process, Framingham is one of the few towns in the United States that is pursuing a prevention strategy called social norms marketing. The first step in such a strategy is to take accurate data from high school and college students about their behavior with regard to alcohol. This defines the social norms. For example, the perception is that everyone drinks. But research shows that this is not true; in fact, at a typical party, a small number of people may drink excessively and some may not drink at all. However, students who attend a party where drinking occurs often describe it as "wild."

"They remember that minority," says Bell-Elkins. "And they don't want to be left out." She adds that when students are given the real data, they drink less.

After the researchers collect the data, they cull from it positive messages, and then student focus groups tell researchers which of these messages they would enjoy hearing. The messages are delivered in a variety of ways. Bell-Elkins advocates multiple methods—key chains, T-shirts, screen savers, anything that grabs the attention of youth.

"It's a tough gig we are up against," she says. "There are lots of alcohol ads on television."

To promote the social norms marketing approach and to educate the community about it, the Coalition sponsored a forum last fall. It attracted 150 people, including 77 out of 100 alcohol license holders. McCarthy attended the forum and he says that although social norms marketing is "an entirely different approach," the community is enthusiastic.

"Something is working," he says.

Then on April 16, 2001, Patriots' Day in Massachusetts, the town got a jolt. Despite the best efforts of the community and the college to prevent harm caused by alcohol, a Framingham State College student went into the Chili's Grill and Bar in Framingham. The student, a server herself, was intoxicated; but a Chili's employee sold alcohol to her. On the way home from the restaurant, the student drove into a lamppost, killing her passenger, who was also a student at the college.

Margo Deane, executive director of the

■ Framingham Coalition for Prevention of Alcohol

and Drug Abuse, remembers. She recalls that in nearby towns, there had been several deaths due to alcohol-related accidents during the year.

"This brought it closer," she says. "It raised the awareness of people."

The Chili's employee had completed a server training course, but did not have an ID card. According to the *Boston Globe* (August 30, 2001), Chili's called the incident a "tragedy" and "acknowledge(d) its responsibility for enforcing the alcohol policy." The restaurant confirmed the accuracy of the *Globe* statements, but declined to be interviewed for the article. As a result of the incident, Chili's

lost its license to serve alcohol for three weeks. The driver of the car is serving six months in jail.

As Bell-Elkins would say, "it's a tough gig." □

Nowhere is the cooperation between the school and the community more evident than with campus and community law enforcement agencies.



Tackling Alcohol Problems

SYSTEM-WIDE

"Some people say, 'You can't stop students from abusing alcohol. It's a part of college life that's never going to change, so you may as well not even try.' To that kind of thinking I say, 'You're all wrong.'"—Charles B. Reed, PhD, chancellor of the California State University system.

Following the death of one freshman student and the near death of two other students from alcohol poisoning, the 23-campus California State University system has adopted a system-wide alcohol policy emphasizing personal, institutional and community responsibility.

The new policy is environmental in approach, addressing everything from enforcing the minimum drinking age on campus, to controlling alcohol advertising, to providing alternative activities to drinking. The effort is backed by \$1.1 million in funding.

The policy, believed to be the first system-wide campus policy in the country, calls for:

- More education, especially using the social norms model, and paid training for those who provide this education
- Intervention and treatment for students
- Limits on alcohol vendor advertising on campus and at campus events
- Data gathering and regular policy review
- Collaborative efforts between campuses and communities



- Partnerships with local police
- The new policy was adopted in July, and prevention advocates say it already has made an impact.



Charles B. Reed, PhD

"We've all been doing programs on campus for years, but this gives us visibility, and it gives us momentum," said Renee Twigg, director of the Student Health Center at CSU Long Beach and a regional coordinator for the Network for Colleges and Universities Committed to the Elimination of Drug and Alcohol Abuse. "Our chancellor is saying, 'We're not going to tolerate this binge drinking or this heavy, episodic drinking.'"

"I am now being invited to give presentations to some very senior-level people at the university," Twigg said.

Campus officials across the nation have been reviewing alcohol policies in recent years following a number of tragic, alcohol-related incidents on college campuses. Within the CSU system, three separate incidents made headlines and shook administrators, faculty and students.

In the fall of 2000, an 18-year-old fraternity pledge at Cal State Chico died after drinking



ing on campuses throughout the system. He is particularly aware of the dilemma faced by freshman students.

a bottle of brandy at a fraternity party. His blood-alcohol level was .37, four times the legal limit for drivers, and coroner's officials said he asphyxiated due to alcohol poisoning. That same year, two students from San Diego State University were hospitalized with alcohol poisoning after drinking at fraternity events.

But those events alone did not inspire the new CSU policy. CSU Chancellor Charles B. Reed, PhD, the guiding force behind the new policy, has long been outspoken about his concerns regarding alcohol use on campus.

Speaking at the National Conference on the Social Norms Model in Anaheim last year, Reed said his concern was sparked when he became chancellor of the Florida State University system in 1985.

"When I met with the campus police, they told me that hard drugs represented just five percent of our substance-abuse problem. Alcohol was 95 percent of the problem," Reed told the social norms gathering. "I also learned that on a college campus almost every problem has a one-to-one relationship with alcohol. Poor grades, date rape, fights, property damage, wrecks, you name it—it can almost always be traced back to alcohol abuse."

Reed said he felt it was imperative to create a safe, nonthreatening environment for learn-

"It's often their first time away from home and their first time away from any kind of real supervision. They have complete freedom. At the same time, they're trying to fit in," Reed told the group. "Without any kind of positive role models, it's easy for them to want to act out, go wild, and sometimes do dangerous and irresponsible things. But when the peer pressure drives them in a more positive direction, they're more likely to stay safe and be responsible."

To help create a better living and learning environment, the new CSU policy supports social norms initiatives, which generally focus on misperceptions about drinking and seek to nurture a positive, non alcohol-abusing culture. While many students may believe that heavy drinking is the norm at college, the reality is that responsible drinking is the norm. Social norms initiatives promote that reality to students.

Reed advocates that social norms initiatives be taken even one step further—by communicating to prospective students that the school they are planning to attend is not a "party school" and has expectations about student behavior.

In an effort to create a positive new environment

on campus, the chancellor's office is offering \$25,000 to every campus that finds matching funds to enhance existing prevention programs.

Because the campus environment is not all that needs to be changed, the new policy calls for greater partnerships with law enforcement. In particular, campuses are being called on to join with police in cracking down on public drunkenness, drinking and driving, keg parties and fake IDs.

The 23 campuses in the system have also been advised to remove the names of alcoholic beverage sponsors from campus events. In other words, a "Spring Fling" event cannot be a "Budweiser Spring Fling." Still, alcohol advertising has not been completely banned from college events; alcoholic beverage companies can still sponsor events and use their trademarks and logos during those events.

Different schools in the system are supporting the new alcohol policy in different ways. At San Diego State, an alcohol- and drug-prevention coordinator has been hired to assess the effectiveness of all programs on campus. At Cal State San Marcos, the student newspaper, *The Pride*, has started refusing advertising for alcoholic beverages. The newspaper will continue to take ads from bars, but only when they focus on entertainment offerings, not drink specials.

Much of CSU's new alcohol policy falls in



The new CSU policy supports social norms initiatives, which generally focus on misperceptions about drinking and seek to nurture a positive, non-alcohol-abusing culture.

line with prevention strategies from expert William DeJong, PhD, director of the Higher Education Center for Alcohol and Other Drug Prevention. DeJong supports a comprehensive environmental approach, involving the local community and law enforcement.

Still, some prevention advocates feel the policy doesn't go far enough. They question, for instance, why alcoholic beverage companies are still allowed to sponsor school events.

But advocates such as Twigg say the new focus on prevention is a godsend.

"We work with these issues every day, and now we've really got some focus on them," she said. "Now, from the highest level, the school is saying to students, 'This is you making decisions about your life,' and offering positive options."

As for Reed, he is not daunted by critics. "If we save the life of just one student, we will be successful," he said.

And he is not expecting his school system to stand alone for long. "This is not just a California State University problem," he said. "This is a national higher education problem."

The CSU system-wide initiative is taking on a new and broader dimension in California. Six other state government agencies, including Alcoholic Beverage Control, Alcohol and Drug Programs, Traffic Safety, and Highway Patrol,

have agreed to partner with the system under a memorandum of understanding.

In announcing state agency support, Business, Transportation and Housing Secretary Maria Contreras-Sweet, a member of the governor's cabinet, said: "This partnership between CSU and the six state agencies will address the tragic consequences of high-risk drinking, and the potential loss of life by students who have so much to offer society."

The MOU commits the parties to joint data



gathering and analysis, periodic check-in meetings and joint operations, which, according to state ABC director Manuel Espinoza, will include, among other activities, expansion into other regions of alcohol-problem-enforcement task forces similar to those already in place in San Diego County, with participation from campus and community law enforcement and ABC agents. □

Prevention 2000:

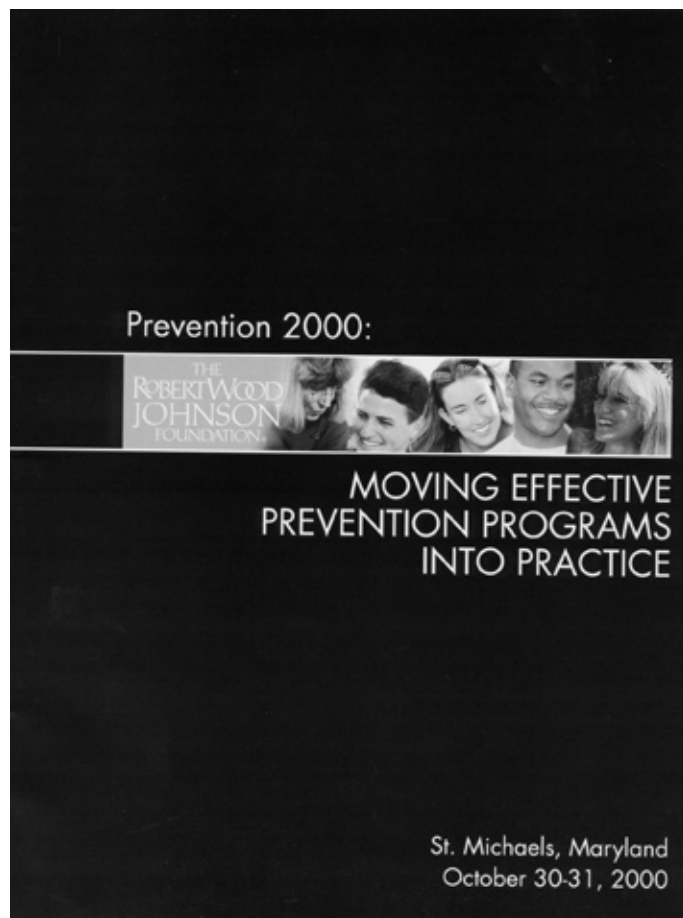
Moving Effective Programs into Practice

BLEND SCHOOL-BASED AND COMMUNITY PREVENTION

EFFORTS to effect environmental change and link prevention programs with the teaching mission of schools are two recommendations from a newly released prevention publication. In October 2000, The Robert Wood Johnson Foundation convened a symposium of 40 distinguished researchers and leaders in the area of alcohol and other drug prevention to consider the current status of prevention in the United States, and the steps necessary to move effective prevention programs into practice. Prevention 2000: Moving Effective Programs into Practice emphasizes new ideas and opportunities for reducing risks faced by youth.

Prevention 2000 identifies a range of conclusions and recommendations for advancing the prevention of alcohol, tobacco and other drug problems in the United States. The recommendations center on seven key points that can be addressed at the federal, state and local levels:

- Blend school-based and community prevention efforts to effect environmental change.
- Link prevention programs with the primary mission of schools: academics.
- Integrate prevention resource systems to support prevention efforts.
- Forge agreement on what is to be prevented as a foundation for program design.
- Employ new technologies to support prevention.
- Increase funding, training and support for prevention researchers and practitioners.
- Learn what practitioners, including teachers, are doing at ground level.



Prevention 2000: Moving Effective Programs into Practice as well as the background and briefing papers are available online at silvergategroup.com and at rwjf.org. Hard copies of the report can be ordered by sending an e-mail to publications@rwjf.org. ☐

SAVE THE DATE

Preventing Alcohol Problems Among Youth: Policy Approaches

Thursday-Saturday, March 13-15, 2003
Boston, Massachusetts, USA

www2.edc.org/alcoholpolicy13

This is the 13th in the Alcohol Policy conference series, historically a forum for researchers, community advocates, and public officials to exchange ideas, explore evidence-based solutions, and consider the application of nonpartisan analysis and research findings to laws and policies aimed at minimizing risks associated with alcohol use.



Building Bridges between Research and Practice

YOUTHS UNDER THE INFLUENCE . . . OF ALCOHOL ADS

By Ryan P. Hurd

SEVEN OUT OF TEN SAN DIEGANS say advertising, marketing and promotions by the alcohol industry influence people under the age of 21 to drink. And just as many people acknowledge that beer and liquor companies market specifically to underage youths rather than to adults alone—despite the alcohol industry's representations to the contrary.

According to a recent telephone survey, San Diego County residents don't buy the industry's claims that its "responsible" ads target only legal drinkers: 61 percent think beer and liquor companies talk about "individual responsibility" because they want Americans to overlook the role they play in encouraging young people to drink.

"Telling youths not to drink, then sending them into environments crowded with pro-drinking messages, is confusing at best, and downright cruel by our society at worst," said Judi Strang, alcohol and drug chairwoman for San Diego's 9th District PTA.

Eight-two percent of those polled agreed that ads linking alcohol with fun, sex and social acceptance entice young people to drink. And 74 percent said that alcohol-company sponsorship of athletics and concerts at colleges encourages youth drinking.

In San Diego—where students are routinely exposed to Tijuana bar ads promoting cheap alcohol and a legal drinking age of 18 across the border—more than three fourths of students in high school have tried alcohol, and almost one-fourth have had five or more drinks on an occasion, according a recent survey conducted by the San Diego Unified School District.

When asked about the causes for high-risk drinking by youths, 72 percent of those polled cited

advertising, marketing and promotions by the alcohol industry. As examples of such activities, respondents cited Spring Break promotions (47 percent), sponsorship of college-related events (39 percent), and ads with sexual themes (38 percent).

"Our youths are growing up in a culture of outdoor advertising, sponsorships and media—print, broadcast and electronic—that is saturated with alcohol messages," said James Baker, executive director of the Institute for Public Strategies, which

commissioned the survey. "This poll shows that people understand the link between alcohol marketing and public health where youths are concerned, but communities have a long way to go to reduce this problem."

The poll of 750 county residents was conducted in December 2001 by the Washington, D.C.-based firm of Penn, Schoen & Berland Associates.

For more information about the poll call IPS at 619/474-8844, ext. 29 or e-mail info@publicstrategies.org. Ryan P. Hurd is a senior communications specialist at the Institute for Public Strategies.

WHOSE MASCOT IS IT?

The National Association of State Universities and Land-Grant Colleges and Anheuser-Busch, the brewer of Budweiser, Bud Light and Michelob, teamed up to produce a television spot to promote responsible drinking and celebrating that appeared during the National Collegiate Athletic Association's men's basketball tournament. The TV ads featured the mascots of various colleges and universities that belong to the NASULGC getting a locker-room pep talk from a coach. "The way you celebrate says a lot about you," the coach tells them. "And what you do reflects on your school. So just be responsible. Respect the law. And celebrate safely. It's all about having a good head on your shoulders." The ads prompted criticism from the American Medical Association's A Matter of Degree Program, which is funded by The Robert Wood Johnson Foundation to reduce high-risk drinking by students. In a full-page advertisement in *The Chronicle of Higher Education*, it calls the partnership "misguided." "This unfortunate, unprecedented and misguided partnership—ostensibly to promote responsible drinking—should be terminated immediately." Though it describes the partnership as "well-intentioned," the program says that the campaign "raises serious questions about the credibility of NASULGC's commitment to fighting our nation's number one campus drug problem."

Wrongs of

 PARENTS SAY IT'S TIME TO STOP THOSE UBIQUITOUS ADS and promotions that lead students to equate Spring Break with heavy drinking, according to a public opinion poll conducted by the American Medical Association.

Tour companies market Spring Break destinations like Cancun, Mexico, and Panama City, Florida, directly to college students, touting "all-you-can-drink specials," booze cruises, and endless nights of music and partying. These promotions arrive by e-mail, campus advertisements and direct mail.

"Unfortunately, Spring Break is no longer an innocent respite from the rigors of academics, it's potentially life threatening," says J. Edward Hill, MD, AMA chairman-elect. "The tourism and alcohol industries promote heavy drinking and sex, creating an environment that can lead to rape, fatal injuries and death by alcohol poisoning. We agree with parents that we must put an end to these promotions that target students, most of whom are underage."

For example, a promotion created by the Panama City Beach Convention and Visitors Bureau (see sidebar) appeared in campus newspapers throughout the country. It's a colorful 12-page insert consisting of Spring Break advertisements from hotels and clubs, many featuring an endless supply of alcohol. One ad reads, "Plus, pay 5 bucks, and you can drink all the beer you can handle—every day."

The AMA poll found that 88 percent of parents and 71 percent of adults said that they were outraged by such advertising practices. Eighty-eight percent of parents said they think that Spring Break is primarily a

BAD AD

 The Panama City Beach Convention and Visitors Bureau paid the *Daily Nebraskan*, the University of Nebraska-Lincoln campus paper, \$828 to run its 12-page Spring Break 2002 promotion insert.

To lure students to what is billed as "The World's #1 Spring Break Destination," colorful ads depicting attractive, bathing suit-clad young men and women tout "the world's largest and longest keg party! Drink cold draft beer all day long" and offer a beach party pass that gets students a "free draft beer at a different club each night of the week." The catchword is "party."

But UNL officials and community leaders took exception to the promotion because of concerns about high-risk drinking. They sent more than 70 letters to Panama City Beach officials, including City Council members and tourism representatives, objecting to the ad insert.

Tom Workman, PhD, director of NU Directions, a program funded by The Robert Wood Johnson Foundation to combat high-risk drinking at UNL, says that the ad insert sends a dangerous message to students.

"It perpetuates (the idea) that this is what college is about and this is the way the average person recreates," he said.

In a written statement, Bob Warren, president of the Panama City Beach Convention and Visitors Bureau, said the ad was intended to emphasize "good, clean fun as well as safety."

He said it "may have sent a mixed message about how we want the Spring Break event to evolve. In light of this, we have asked our Spring-Break marketing committee to help us review all advertising in the future."

Spring

Spring Break is no longer an innocent respite from the rigors of academics, it's potentially life threatening.

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problem of underage drinking, because many college students are younger than the legal drinking age of 21, and 61 percent believe that underage students are more likely to drink than 21-year-olds.

In addition to U.S. Spring Break destinations, American tour companies, in partnership with alcohol producers, promote destinations outside the country where the drinking age is 18 and ID checks are not generally enforced.

When asked their opinions regarding popular Spring Break destinations in Mexico, where the legal drinking age is 18, 77 percent of adults and 68 percent of parents say that alcohol companies are using Spring Break in Mexico to introduce underage students to their products.

In the AMA's Internet survey of 372 students at four-year colleges, more than half the students found the ads promoting binge drinking the most appealing. Nearly all (94 percent) said it is easy to get alcohol during Spring Break, even for those under 21. Most students (62 percent) say it's "very" likely they'll drink excessively during Spring Break. More than half (58 percent) of all college students say that great bars and a location for wild partying (51 percent) are important factors in choosing their break destinations.

The AMA is calling on colleges and universities to beef up Spring Break options for students and ban alcohol ads. Its poll also found that 94 percent of parents would require colleges to actively encourage students to consider Spring Break options that emphasize community service. All ten universities of A Matter of Degree: The National Effort to Reduce High-Risk Drinking among College Students (AMOD), support alternative Spring Break activities for their students. □

SAVE THE DATE

Reaching New Heights: Building Partnerships for Comprehensive Prevention

The U.S. Department of Education's 16th Annual National Meeting on Alcohol and Other Drug Abuse and Violence-Prevention in Higher Education

Thursday-Sunday, November 21-24, 2002

Seattle, Washington

www.edc.org/hec/natl/2002

Continued from inside front cover

the highest. Cities with lower fatality rates generally had stricter liquor laws.

"We also found that many jurisdictions did not monitor compliance with alcohol beverage laws on a routine basis," Cohen said. Twelve cities had no dedicated alcohol enforcement agents. Nationally, 20 percent of outlets were never monitored for underage checks." She explained that enforcement practices changed significantly during the study period, especially

among cities with growing traffic fatalities, which may be why the study found that cities with higher fatalities had increasing enforcement measures that were put in place.

Never Mind

It seemed like a good idea to NBC back in December when it became the first broadcast network to make a move toward running liquor commercials since a 1948 alcohol industry-imposed voluntary ban on radio and TV commercials. The spirits industry dropped the ban in 1997, saying it was outdated to follow different rules from those for brewers and vintners. Ads for distilled spirits products began running on local stations and cable networks, but not on the Big Four networks.

Under a set of guidelines by which the makers of distilled spirits could advertise in a way similar to beer and wine makers, distilled spirits companies had to run four months of so-called social responsibility ads on subjects like designated drivers before they could run commercials for brands of liquor.

The Guinness UDV division of Diageo, the giant British spirits producer, became the first distiller to advertise under the guidelines, which also limited the content of liquor spots and required that they appear only at night. Diageo started running commercials on Dec. 15 that promote designating a driver when others are drinking and that end with a brief appearance of the logo for its Smirnoff brand of vodka. Those spots were to have been followed in April by Smirnoff commercials.

NBC's move unleashed a firestorm of criticism from some members of Congress and federal regula-

tors, the American Medical Association, and many public advocacy groups, including Mothers Against Drunk Driving (MADD) and the Center for Science in the Public Interest, who feared that it would encourage children and teenagers to drink.

In March, NBC announced that it was ending its three-month-old experiment. Alan Wurtzel, president for research at NBC, said: "We said we would do it as responsibly as we could, and after listening to the House and Senate, and to the interest groups, we felt it was not appropriate to go to the next step at this point."

But Diageo said: "We are very proud of our advertising and the support it has received. We will continue our discussions with NBC and other networks as we remain focused on attaining equal access to the airwaves."

Young People Still a Target

At least three recent studies indicate that the major tobacco companies are continuing to target young people with their marketing tactics, despite an agreement reached in 1998 that forbids such activities, according to *American Medical News* (April 1, 2002), a publication of the American Medical Association.

On-screen smoking in movies, for instance, possibly primed by earlier tobacco industry marketing methods, has increased in recent years, according to one study, and is likely to influence the young people who are well-represented in theater audiences.

In addition, tobacco companies are reaching out to the youth market both by focusing ads in many magazines read by young teens, and placing ads in convenience stores that are popular with the junior high school crowd, said researchers. The full article is available at www.ama-assn.org/sci-pubs/amnews/

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Ten Years Ago in *Prevention File* (Vol. 7, No. 2, Spring 1992)

BEER COMPANIES TONE DOWN CAMPUS PROMOTIONS ...BUT BUDWEISER BANNERS STILL WAVE

THE ALCOHOL INDUSTRY appears to have moderated its most abusive college marketing practices—largely in response to criticism from public health and campus officials, from neighboring communities, and from students themselves.

But the industry has not abandoned the lucrative college market, according to *Progress Report: Alcohol Promotion on the College Campus*, just published by the Marin Institute for the Prevention of Alcohol and Other Drug Problems. College students are heavy drinkers who spend \$4.2 billion a year on alcoholic beverages. Budweiser banners hanging from fraternity houses and inflatable Miller bottles in campus quads are not quite the icons of the past.

Colleges and universities have long captured the attention of alcohol industry marketers for the relatively affluent, heavy drinkers, the Marin report points out. In addition to marketing their products, the brewers hope to generate brand loyalty to continue those sales into the future. The study quotes a Miller official who acknowledged, “We lose money in college marketing. We’re into short-run losses and long-run gains. We are trying to create brand awareness.”

Alcohol industry marketing tactics,

including the use of student representatives, have come under fire in recent years. As colleges and universities became increasingly alarmed at the range and number of problems associated with student drinking, they began to examine campus alcohol policies and environments with the goal of reducing those problems and the risks of liability. In addition, calls for marketing reforms were advanced by the 1988 Surgeon General’s Workshop on Drunk Driving and the 1989 recommendations of the National

Commission for Drug-Free Schools.

In a more recent call for reform, Surgeon General Antonia Novello publicly requested in March 1991 that the alcohol manufacturers and retailers “take a more responsible posture with regard to their marketing and promotional activities during Spring Break.” Spring Break sites have been the focus of heavy alcohol industry marketing targeted at college students since the 1960 release of the movie “Where the Boys Are.”

While the study found that changes in marketing tactics have occurred in response to mounting criticism, it cautions that often those changes are “limited. Designed to go only so far as perceived necessary to ward off additional criticism.” It also found that activities are moving off campus, particularly to retail establishments.

Editor’s Note: Alcohol industry Spring Break marketing tactics have come under fire in 2002, with the release of an American Medical Association survey of parents and college students. See page 18 in this issue.

